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– Theresa Cloutier, Vice President of Marketing and Customer Experience
DMM



Increase in transactional applications creates productivity and cost challenges

DMM, Inc.—one of New England’s leading direct marketing and digital document solution providers, specializing in transactional mission-critical document production—serves a wide range of clients and applications: from high-coverage color pieces on high-quality stock like brochures, postcards and catalogs to color transactional/transpromotional (transpromo) pieces printed on uncoated paper that don’t require the same level of quality or coverage.

All of their Xerox equipment was tailored for high-color-coverage work, and as their transpromo volumes increased, they found that they were experiencing bottlenecks in their productivity due to the peaks of high-volume output requirements, such as end of month/quarter/year. Additionally, they were concerned with the cost of printing these pieces, since printing them on higher-end equipment was costly and didn’t yield the speed necessary both for the volume and timely nature of the jobs. Theresa Cloutier, Vice President of Marketing and Customer Experience for DMM, says, “We needed a cost-effective solution to handle our increasing volume of mission critical transaction work.”

The Xerox solution to streamline transactional applications

DMM called in Xerox to help them find a cost-effective solution for this expanding transpromo market that would help them grow their business. Together with an independent consultant, Xerox collaborated to recommend the best solution. We analyzed all the work that went through the shop by type and volume—machine by machine—to identify opportunities for cost efficiencies and optimized productivity.

The outcome of that analysis was the recommendation for the Xerox® Color 8250 Production Printer with customized variable data solution software. The 8250 fit the niche that DMM needed: a cost-effective solution for high-quality business color on uncoated paper using a cut-sheet system.

Xerox partnered with Gimbel & Associates to pilot a customized solution combining Xerox and GMC software which is designed to run and track variable data applications. Gimbel & Associates is providing ongoing Business and Development to DMM, helping them to continue to develop and grow their business.

Xerox also recommended Xerox® MatchAssure to provide color consistency across multiple pieces of equipment, and to streamline proofing time by getting the color right the first time. This software enhancement afforded DMM the opportunity to achieve its “G7 Master

Printer Qualification” by IDEAlliance (International Digital Enterprise Alliance). IDEAlliance advances core technology to develop standards and best practices to enhance efficiency and speed of information across the end-to-end digital media supply chain both electronically and in print. “The Xerox MatchAssure product has afforded DMM the opportunity to excel in the Proof-to-Print Process to produce higher quality color communications. Our clients benefit because the color component of brand management is a key factor in marketing departments for many companies.” Cloutier goes on to note, “Whether logo-specific or product specific, color is the reputational hallmark for many companies worldwide. Getting it exactly right every time enhances brand recognition which increases bottom-line sales.”

The 8250 would enable DMM to produce transpromo application at a higher volume more efficiently and more economically than before with speed of 150 pages per minute—compared to the 110 pages per minute they were currently getting.

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About DMM

DMM is a data driven direct marketing and digital document solutions provider headquartered in Scarborough. A privately held family-run company for more than 30 years, they have remained dedicated to strategy, technology and tactics that make one-to-one communications successful.

DMM has a multitude of capabilities that include: database development, workflow optimization, mission critical document production; and digital technologies that include e-delivery, digital print on-demand, web-to-print mailing services as well as complete fulfillment, warehousing and online inventory management systems. With clients all over the Northeast such as AFLAC and Liberty Mutual, to name two, DMM is on the cutting edge where strategy and technology meet to deliver a successful results for their clients.

8250 solution yields significant savings and increased productivity

In addition to improved throughput and volume capacity, with the installation of the 8250 DMM has also enjoyed decreased costs by reducing operator intervention. They’ve experienced a compressed workflow time and increased uptime due to automation. The economics of the 8250 solution proved out immediately: in the first month, they realized \$15,000 savings off their bottom-line. “We are reducing costs significantly for our transactional applications, and moving jobs through the shop much more quickly,” says Theresa.

DMM is also passing on savings to its customers. “We have some clients still using pre-printed shells who want to reduce costs and eliminate waste, and we’ve moved their jobs to the 8250 so they could save money,” explains Theresa.

The benefits have extended beyond increased efficiencies. “Because of the capabilities of the 8250, we have more

business development opportunities available to us. For instance, we are working on some new applications to be used for some of our financial clients during tax season,” says Theresa. Additionally, with the success of the 8250, DMM has even begun moving jobs off of other machines because of the quality output and cost-effectiveness, which is improving their profitability.

“We are very familiar with the Xerox iGen series, and the 8250 seamlessly fit into our operations since it uses the same processes. There was little to no operator training necessary,” shares Theresa.

Xerox also forged a productive and collaborative relationship with a partner to implement the right solution for DMM. “We also found it to be so easy to work with both Xerox and Gimbel and Associates. It was a one-stop shop process which really streamlined the implementation,” added Theresa.



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Reliable, High-End Business-Quality Color

The Xerox® Color 8250 Production Printer is a cost-effective high speed cut-sheet system designed to deliver production business quality color on inexpensive uncoated paper. This system allows printers to increase productivity for variable color transpromo pieces while saving costs and eliminating bottlenecks.

This system is built on a proven platform with a history of reliable digital color production. Powered by Xerox FreeFlow® Print Server, it's designed to meet the most demanding variable data jobs. Because it's cut-sheet, the 8250 is the most flexible solution to manufacture transactional documents, direct mail and other applications with a variety of characteristics.

The print quality matches that of pre-printed offset shells, so it's easy to migrate work to a "white-paper-in" workflow efficiently and with less waste. And with advanced color management, colors are precise and accurate: page to page, day to day, machine to machine and even city to city.



The Xerox® Color 8250 Production Printer is the perfect solution for your everyday transpromotional and direct mail print business.

For more information on the Xerox® Color 8250 Production Printer, call 1-800-ASK-XEROX or visit us at www.xerox.com.

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